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A Review on the Emergence and Growth of Halal Studies

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Abstract

Malaysia is a multiracial country with Islam being the largest practiced religion. One of the most important concepts in Islam is the concept of halal. Halal industry plays an important role in the whole world, especially for Muslim society. The demand for halal product either for food or non-food product has been increasingly from day to day. The study aims to finding out the applicable of Theory of Planned Behaviour (TPB) in halal studies. Thus, this paper aims to know whether any systematic literature review on halal studies with the use of Theory Planned Behaviour has been done especially on various products such as cosmetic, food and etc. The literature review will be based on 17 articles and journals relating to halal studies. The journals and articles have been selected from various databases between year 2007 – 2014. The main objective is to identify the trends (year) on halal studies with the use of Theory of Planned Behaviour. The second objective is to identify the themes use in halal studies. In conclusion, it is hope that this paper will offer directions for future research in halal study with the use of Theory of Planned behaviour (TPB) model.

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Keywords: Halal; Theory of Planned Behaviour; Literature Review

1.0 Introduction

Malaysia is a multiracial country with Islam being the largest practiced religion. One of the most important concepts in Islam is the concept of halal. Halal industry plays an important role in the whole world, especially for the Muslim society. The demand for halal products whether it is food or non-food product has been increasingly from day to day. In essence, the halal itself has taken their own place and has been accepted in throughout Malaysia.

With an increasing number of the Muslim population worldwide, halal has become the vital concern among consumers. According to Malaysiahalalfoods.com, halal can be defined as permissible or lawful. In the Holy Quran, God commands Muslims and all of mankind to eat anything that is halal to the Sharia’.

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Essentially, the Halal industry has become one of the new manufacturing sectors as well as the fastest growing global businesses across the globe.

Halal products and services could be a new sector that might help our country's economic growth. Apparently, products that are permissible to be used by Muslims, or categorized it with Halal's product are dependent on manufacturers who must follow several requirements that are restricted mostly from the preparation of ingredients up to the packaging of the products. In this regard, most manufacturers divert their focus to this industry as they believe that this industry will, in return, generate their company's income especially in the cosmetics line.

The halal industry in Malaysia is consistently observed by the Halal Industry Development Corporation (HDC) which promotes not only towards a healthy lifestyle but also through clothing and other activities. The Malaysian government has established HDC in 18 September 2006. In order to expand this halal industry to a larger market worldwide, Malaysia has developed halal products and services with the support from Halal Development Corporation (HDC), and also started hosting World Halal Forum and World Halal Research events annually. Additionally, with Malaysia which is located within the Asian Pacific region, has added potential benefit with the presence of major areas of production and consumption that has further creates a conducive operating environment, policies and efficient institutional infrastructure in supporting the halal industry development. These criteria, also gives advantage to Malaysia in developing and promoting halal products and industry. Halal industries manufacturers in Malaysia have been made compulsory to apply the Malaysian Halal Standard from the Department of Islamic Development Malaysia (JAKIM) in order to increase export for halal products and services.

JAKIM was established on 1 January 1997 and has consistently been responsible in issuing halal certification for export and import products. This organization had developed three types of Malaysian Halal Standards which include examination of process in the preparation, slaughtering, processing, handling, disinfecting, transportation and management practices and manufacturers are obliged to act responsibly. Since Malaysia has a vision to position itself as halal hub in the region to promote, distribute, and produce Halal products and services to serve Muslims all over the world, the Malaysian government has been tirelessly exerting many efforts to achieve this goal. In order to be recognized as halal products, the goods are required to be certified by Islamic Development Department Malaysia (JAKIM) to be exported legally or even been sold in the market particularly to Muslims in Malaysia. The potential growth for halal cosmetics and personal care products are fuelled by the growing demand for safe, natural products that fit consumers' religious and cultural beliefs (Halal Journal, 2005). In essence, halal products do influence the lifestyle of Muslims and simultaneously contribute to the growth of economy particularly in Malaysia.

According to JAKIM, the advantage of halal certification is that consumers are able to comprehend the information before making any purchases confidently. Not only that, competitors could make use of this certification as a key of competitiveness to compete with others. Besides that, products released with aspect of quality that seriously of concern in terms of cleanliness besides focusing for perfect halal requirements. Therefore, Halal certification becomes the guide for both customers and manufacturers whereby the halal-halalan-tayyiban system should consistently be useful to ensure the quality of products.

A good quality planning, quality assurance, quality control and improvement is needed to ensure the effectiveness in managing, design and build quality management for producing halal cosmetics (Montgomery, 2009). Most Muslim customers and organizations that produce halal cosmetics require their suppliers to become certified under the Halal certification. For Malaysian people, Halal standard only is their main focus, knowingly Halal quality assurance activity is not sufficient in order to improve the process of manufacturing halal cosmetic products.

2.0 Scope and Limitation of the study

The main purpose of this study is to analyze the literature review that based on Theory of Planned Behaviour. Since there are many behavioural factors, this study only focus on the Theory of Planned Behaviour and specifically on halal studies. This study also offers directions for future research in which the findings will also be beneficial for future development in halal studies. In order to complete the study, prior research study is needed to obtain the information for the study. Since halal industry is a broad sector encompasses of food, cosmetic, tourism and others, this study however focuses on halal studies with the applicable of the Theory of Planned Behaviour. Several limitations have also been identified when conducting this survey study. Due to the time constraints, researchers only manage to get the limited

articles and journal. Thus, these studies only highlight articles and journals from year 2007 to 2014.

3.0 Problem statement

There are many studies done on halal products. There are many medium for academicians to disseminate their thoughts and research findings in variety issues on halal products. Most of the research been reported in report research, conferences proceedings and articles. It is observed that existing literatures pertaining to halal studies are very wide and variety scope. This paper is to explore articles and journals debating in halal studies with the use of Theory Planned Behaviour. The Theory of Planned Behaviour (Ajzen, 1991) was developed as an extension to Fishbein and Ajzen's (1980) Theory of Reasoned Action. This model explains if an individual's performance of certain behaviour is determined by his or her intent to perform that behaviour. There are three components include in this model. There are attitude, subjective norm and perceived behaviour control that explain further intention to behave and re-act. Based on these grounds this study is conducted to address the following research questions:

- 1) *What are the trends (year) on halal studies with the use of theory of planned behaviour?*
- 2) *What are the themes uses in halal studies?*

Therefore, this study concerning an availability of related works on halal studies with the use of Theory of Planned Behaviour. Thus it will highlight on the development and evolution of halal studies with different themes and concepts.

4.0 Literature Review

Islamic Law (Syari'ah) is a respective Islamic teaching, principles and rules. All muslims must follow Islamic Law (Syari'ah) in every part of their lives. Halal is a *Quranic* term that is described as permitted, allowed, lawful or legal. The opposite of halal is haram which is unlawful, illegal or forbidden. Halal is deeply mentioned in the Quran:

"They asked you what is lawful to them. Say: 'The good things are lawful to you, as well as that which you have taught the birds and beasts of pray to catch, teaching them of what Allah has taught you, eat what they catch for you, pronouncing upon it the name of Allah, and fear Allah, Allah is swift at reckoning
(Al-Maidah:4)

This verse clearly stated that every good thing is allowable in Islam and every single person must do the right thing, prevent from harm and do something that is not prohibited in Islam. Each Muslim carries their one's own responsibility in make sure that all the products to be carried out comply with the syariah.

Halal refers to something that permissible or allowable in Islam as stated in the Quran whereby everything in this world is Halal unless something shows otherwise (Syed & Nazura, 2011). Everything that is allowable in Islam is usually permitted through the sources of the Quran and other Islamic sources. The arabic word "halal" means lawful. In the Quran, Allah commands Muslims and all of mankind to eat halal things. The demand for products certified "halal" are prepared according to strict Muslim laws and extend beyond food and cosmetics.

In Malaysia, Islam is the official and largest religion in Malaysia. The term halal and haram are applied to many facets of life. One of the most common uses of these terms is in reference to meat products, food contact materials, and pharmaceuticals. In Islam, there are many things that are clearly halal or haram. There are also items which are not as clear, and for which further information is needed. Items that are not clear are called *mashbooh*, which means "questionable." In essence, 'Halal' means permissible and 'Haram' means forbidden.

The Halal industry which has been rapidly expanding was given an opportunity, not only to Malaysia, but also to other Muslims' countries over the globe. Nearly 1.57 billion Muslims over 100 countries accumulates to 23 percent of the global population. This halal concept could be applied not only in the food industry but can also expand to other halal industry such as cosmetic products, manufacturing, processing and distribution products, clothes and services including banking and finance industry. This significant population of Muslims indicated in the statistics stress the potential that are waiting to be explored by the Muslims.

Furthermore, this study looks into the Theory of planned behaviour (TPB). TPB Model is the extension of the theory of reasoned action (TRA) proposed by Ajzen and Fishbein in 1975. Later on, Ajzen and Fishbein (1975) suggested additional component which is perceived behavior control factor that will leads towards the performing attitude rather than attitude and subjective norm. Theory of Reasoned Action explained a person's intention is determined by two factors which is either personal in nature or reflected by social influence (Lada et al, 2009). The personal factor is referring to the attitude towards the behaviour which is usually based on what the person's do in evaluating the behaviour (Ajzen and Fishbein, 1980). Secondly, the intention is also referred to the environmental pressure that forced the individual to perform the attitude and this factor is called subjective norm (Ajzen and Fishbein, 1980).

According to Lada et al, (2009) subjective norm is referred to the degree of individuals' acceptability towards the particular behaviour, such as consuming halal products. This theory describes that attitudes will lead towards people belief that will derives people in performing the behaviour (Lada et al, 2009).

Perceived behavior control is referring to the ability of an individual in controlling and performing their own behavior (Liou & Contento, 2001; Karijin et al.2007). In addition, perceived behavioral control is important when we want to predict the person behavior as this behavior represents the person's belief in performing the behavior (Syed & Nazura 2011).

According to Fishbein and Ajzen (1980), Attitude toward the behavior refers to whether the person has favorable or unfavorable opinion or sensation to connect in the behavior, while subjective norms are the person's perception of the community pressures set for or against performing the behavior. The Theory of Planned Behavior is used as a model to predict behavior under an individual's control and not the behavior due to circumstances beyond control.

Theory of Planned Behavior had widely been practiced and proven as the best way in predicting individual intention on consumption (Ajzen, 1991; Taylor and Todd, 1997). According to Sparks, (1995); Cook, (2000), TPB has been an important model in determining food related behavior. The study reveals that TPB gives some important impact towards the predicting intention in buying decision. Attitude, subjective norm and perceived behavioral control seems to be important in determining the attention towards halal meats purchasing in France (Karijin et al, 2007).

Theory of Planned Behavior has been proven to be the best way in predicting people intention on consumption and social psychology-related studies (Ajzen, 1991; Taylor and Todd, 1997). According to Sparks, (1995); Cook, (2000), TPB has been shown to be an important model in determining in food related behavior. Here, it is shown that TPB give some important impact towards predicting intention in buying decision. Attitude, subjective norm and perceived behavioral control seem to be an important medium in determining the attention towards halal meats purchasing in France (Karijin et al, 2007). This study shows that each of factors suggested in the TPB have their own significant relationship in halal purchasing intention.

Some study conducted by Arshia & Muhammad (2010) reported that subjective norm, attitude and religiosity positively influence in predicting halal purchasing. Furthermore, Golnaz & Zainal (2010) revealed the factors like positive attitude, the pressure from others and Perceived behavior control is a determinant of halal awareness among consumers. Moreover, previous study has shown the vary results of each behavioural factor. The significant relationship between these factors with the intention of purchasing is significantly important in determining what will be derives customers in the purchase decision of the respective product. TPB has also been considered to be more preferable in determining the acceptance process in performing behavior (Kuochung & C. Chiao-Chen, 2009).

6.0 Methodology

This research used the systematic literature search technique. 17 journals and articles have been selected in this study. The literature review been selected from 3 databases; Emerald and SCIENCE DIRECT and goggle scholar from year 2007 to 2014. Researchers have done extensive reading to facilitate the review on past research. The literature focused more on the theory and practice on halal studies with the use of Theory of Planned Behaviour. Secondary data will be use consists of books, papers, reports and other related journals. The summaries are as follow:

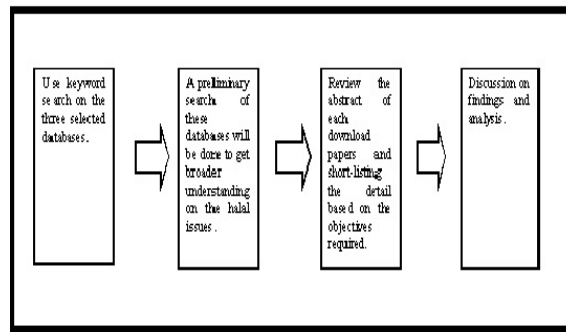


Fig. 1. Steps in data collection

7.0 Findings

Referring to table 1 below, these are the list of articles that published according to Halal studies that use the Theory of Planned Behaviour. As mentioned earlier, TPB model has been important to predict intention in buying decision. Thus, because of the growing demand on halal studies, most of the researchers preferred to develop a halal studies with the use of TPB model. As referring to table 1, there are 17 articles and journals from different sources been found that based on year 2007 – 2014. It could be seen that there are interest among the researchers on halal studies and the articles are published according to the sources below.

Table 1: Sources of articles published according to Halal Studies with the use of the Theory of Planed Behaviour

Year	Themes	Sources
2012	Halal Food Purchasing	International Journal of Commerce & Management
2014	Halal Food Outlet	Procedia-Social & Behavioral Sciences
2008	Halal Meat Consumption	Journal of International Food and Agribusiness Marketing
2012	Halal Product Acceptance	Business Management Quarterly Review
2007	Halal Meat Consumption	British Food Journal
2013	Halal Cosmetic Product	International Journal of Education Research
2012	Halal Product	Americal Journal of Economics
2010	Halal Principles and related food Products in Malaysia	International Food Research Journal
2008	Halal Food Products	Proceeding ECER Regional Conference
2012	Halal Certification	Proceeding 3 rd International Conference on Business and Economic Research,

2008	Halal Meat Consumption	Journal of International Food & Agribusiness Marketing
2009	Halal Cosmetic Products	European Journal of Marketing
2011	Halal Labelling	Asean Marketing Journal
2013	Halal Labelling	Australian Journal of Basic & Applied Sciences
2013	Halal Food Outlet	Proceeding 4 th ICBER 2013
2012	Halal Logo	Proceeding UMT 11 th Annual Symposium of Sustainability Science & Management
2013	Halal Brand	International Research Journal of Applied & Basic Research

- RO 1: To identify the trends (year) on halal studies with the use of Theory of Planned Behaviour.

Referring to Table 2 below, there was an increase pattern in number of research using Theory Planned Behavior. From 2007 to 2011, the research done was very small in number, ranging from one to two researches only. However, in 2012 and 2013, the number suddenly arose to five and four researches. This could be due to the interest in halal studies has arisen especially on the aspect of consumer behavior. Also, the government has made halal issue as one of the key agenda in the country's economy. It is supported by Abdul Manaf Bohari, (2013) stated that as the increasing number of awareness among Muslims population, there is a need for them to consume the products that based on Islamic requirements and as a result it will increase the demand on halal products among Muslim population all over the world. In addition, the cabinet of Malaysia has acknowledged the Halal master plan that addressing the issue of halal development such as certification, integrity, implementation, responsibilities and timeframes by May 2008. Therefore, the Master plan was developed to foresee three phases of the roll-out from 2008 to 2020 (Saifol (2011)).

Table 2: Number of articles according to year

Year	Number of articles
2014	1
2013	4
2012	5
2011	2
2010	1
2009	1
2008	2
2007	1

- RO 2: To identify the themes use in halal studies.

Furthermore, based on Table 3 below it can be seen that eight out of seventeen researches carried out on halal study were on food which contributed to forty percent of the sample. When halal is the concern, food is the most important aspect a Muslim must consider. Halal issue is directly related to what we eat, drink or consume. This could be the

reason why many researchers were interested to do studies on halal food. This is in line with Sparks, (1995); Cook, (2000) stated that TPB has been shown to be an important model in determining in food related behaviour. The next common study on halal was on product in general, cosmetic and labelling where two researches were found between 2007 to 2014 (11.8%). The least study areas between the time frame chosen were halal certification, halal logo and halal brand where only one research (5.9%) was found for each area.

Table 3: Number of articles according to themes

Themes	No. of articles
Halal Food/Food Outlet/Meat	8
Halal Cosmetic Product	2
Halal Product	2
Halal Labelling	2
Halal Certification	1
Halal Logo	1
Halal Brand	1
Total	17

8.0 Conclusion

This study considered to a very small number of sources articles published but it is hope that this study will contribute to the literature review of halal studies. Based on the findings, it can be concluded that most of the articles written on the halal studies focused on halal food. Due to the growing demand on halal products especially on food related, it is a need for the researchers to contribute their ideas and research on halal studies. In conclusion, It is hope that the growing number halal studies and work done by the academia and researchers will contribute to the development of halal industry especially in Malaysia.

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